

# Anup Padmanabha

Senior UX Lead, Avenue ECommerce Ltd (DMart)

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## Summary

Overall of 8.6 years of experience with 5.4 years in User Experience design and 3.2 years of Software Development. Key skill areas includes Interaction Design, Design Research and Usability Engineering. Hands on experience on building high fidelity and data driven prototypes. Domain work experience includes ECommerce, Healthcare, Banking and Business Intelligence.

## Education

### M.Sc in Multimedia Technologies

Apr 2012 - Apr 2014

Wiztoon College of Media and Design

Two years full time course under I. K. Gujral Punjab Technical University, Jalandhar

### B.E in Information Science and Engineering

Aug 2004 - Aug 2008

Canara Engineering College

Four years full time course under Visvesvaraya Technological University, Belgam

## Skills

### User Experience



UX design process like Usability Testing and Analysis, Micro-Interaction Design, High & Low Fidelity Prototyping and Data Driven Prototyping with tools like Framer.js, Atomic, Noodl and Marvel.

### Creative & Design



Sketch, Adobe Illustrator, Adobe Photoshop, Adobe Idea (now Illustrator Draw), Adobe After Effects, Adobe CC Comp & Adobe Shape.

### Programming Languages



C#, Python, PHP, HTML5, CSS3, JQuery, Javascript, coffee script with frameworks like .Net, WPF, Django, Codeigniter and Angular.js

## Work History

### Senior User Experience Lead

Apr 2016 - Current

Avenue ECommerce Ltd (DMart)

Leading design team and collaborative design with stakeholders. Improving existing and building new features with competitor analysis and user interviews. Heuristic review for the existing Native app and Responsive Web site. Currently working on Data Driven Prototypes for improving usability on Native app.

## User Experience Lead

Mar 2015 - Mar 2016

Razorfish

Designing eCommerce applications like *ABOF, DMart, Vest Care System(Hill Rom) and Amazon Buy Back(Blubirch)* for their responsive web and native application. Performed usability research and research on interaction patterns. Built Principle Style Guides and Collaboration setups. Designing entire Iconography for *ABOF.com*.

Building Personas and Usability testing with low and high fidelity prototypes with tool like *Framer.js, Origami Studio and Atomic* for both Native App and Web Applications.

## UI Analyst Developer

Jan 2014 - Dec 2014

Capitec Bank, SouthAfrica (Onsite) from Achumen Technologies.

WPF application built with MMVM framework, allows banking consultants and users to share same user interface while performing all the banking activity. This would create transparency between customers and consultants in Banks. Front end development in WPF with MMVM architecture with Biometric and Card terminal interfaces. Back end communication with Core banking system(TCS BaNCS) through WCF services.

## Head of UI/UX

Nov 2011 - Feb 2015

Achumen Technologies.

*Saaramsha (Inventory and Financial management system)* - Design and Development of Data analysis and Reporting Tool. This involves designing dashboard for Jasper Reports and communication portal for RabbitMQ.

*Get Active (Health monitoring system)*- Dashboard design with real time user work out charts and other health reports. Collaborative design with stakeholders to create mockups and wireframes for multiple form factors. Created Personas and Questionnaires.

*MyOp (Customer feedback system)* - Built to deal with Corporate and Customer issues regarding services across various industries. Involved in complete product design and project management. Usability testing with low fidelity mobile APK.

*Online advertisement management system* - Allows online users and franchise to post and manage advertisement revenues. Involved in collaborative design with stakeholders

*Yahvi Homes* - Design and Development of Online property solution website (RWD) for renting and purchasing properties with in Bangalore.

## Front end Developer and UI Architect

Jan 2010 - Nov 2011

Capitec Bank, SouthAfrica (Onsite) from iCreate Software.

Front end design and development of Core Banking System Interface with C# and WPF. Application would fetch Credit Scores from Credit Score Bureaus like Compusan.

Architect and Developer for Cell Phone Verification System which validates users with Standard Bancs Link and Bancs Link System.

## Software Engineer

Aug 2009 - Oct 2009

iCreate Software.

UI design and development in C#.net for Finance Management System and BI System which integrates with ETL & SSIS packages. Development of Analysis and Reporting tools with Windows Presentation Foundation. Building and designing data dashboards and drop & drop analytical charts.

Front end Design and Development of Loan Origination System which is focused on the Origination Phase of the credit, Loans or Overdrafts lifecycle.

**Associate Software Engineer**

Mar 2009 - Aug 2009

iCreate Software.

Developing custom web services that allowed the enterprise to interface with the statement generation and printing framework with OMR features. XSL transforms with SOAP web services and SQL server batch services. Crystal report detailed programming experience with custom formulas, formatting and other features.

**Web developer**

Oct 2008 - Dec 2008

Global Technologies.

Online travel and ticket management system development in ASP.Net. Online book store and library development in PHP and Mysql.

**Lecturer**

Aug 2008 - Oct 2008

Canara Degree College, Mangalore.

Teaching Shell script, Operation Systems and Perl

**Personal Details**

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**DOB and Place :** 23 March 1987, Mangalore